

**RECEIVED
CENTRAL FAX CENTER****FEB 01 2008****Responses**

1. Regarding Claim 1-4, 6-7. Applicant directs the Examiner to the fact that Tomsen is limited to pre-cached material, specifically, the content provider inserts content into the video stream which the set top box stores. This information is then available to an end-user. The instant application is very different. Specifically, the aggregate user preferences in a given neighborhood or locale are considered and the content provider inserts content based upon the aggregate viewing habits in a neighborhood. Different neighborhoods with different demographic make-ups may receive different content.
2. Regarding Claim 8-9 and 11-12. Applicant directs the examiner to note that the wireless means in Biskidian lacks two way communication with the set top box, specifically, that the wireless device does not make a request of the set top box but merely acts as a conduit to pass information to the content provider. In instant application the wireless means is the destination playback device as well as has the ability to make requests of the set top box.